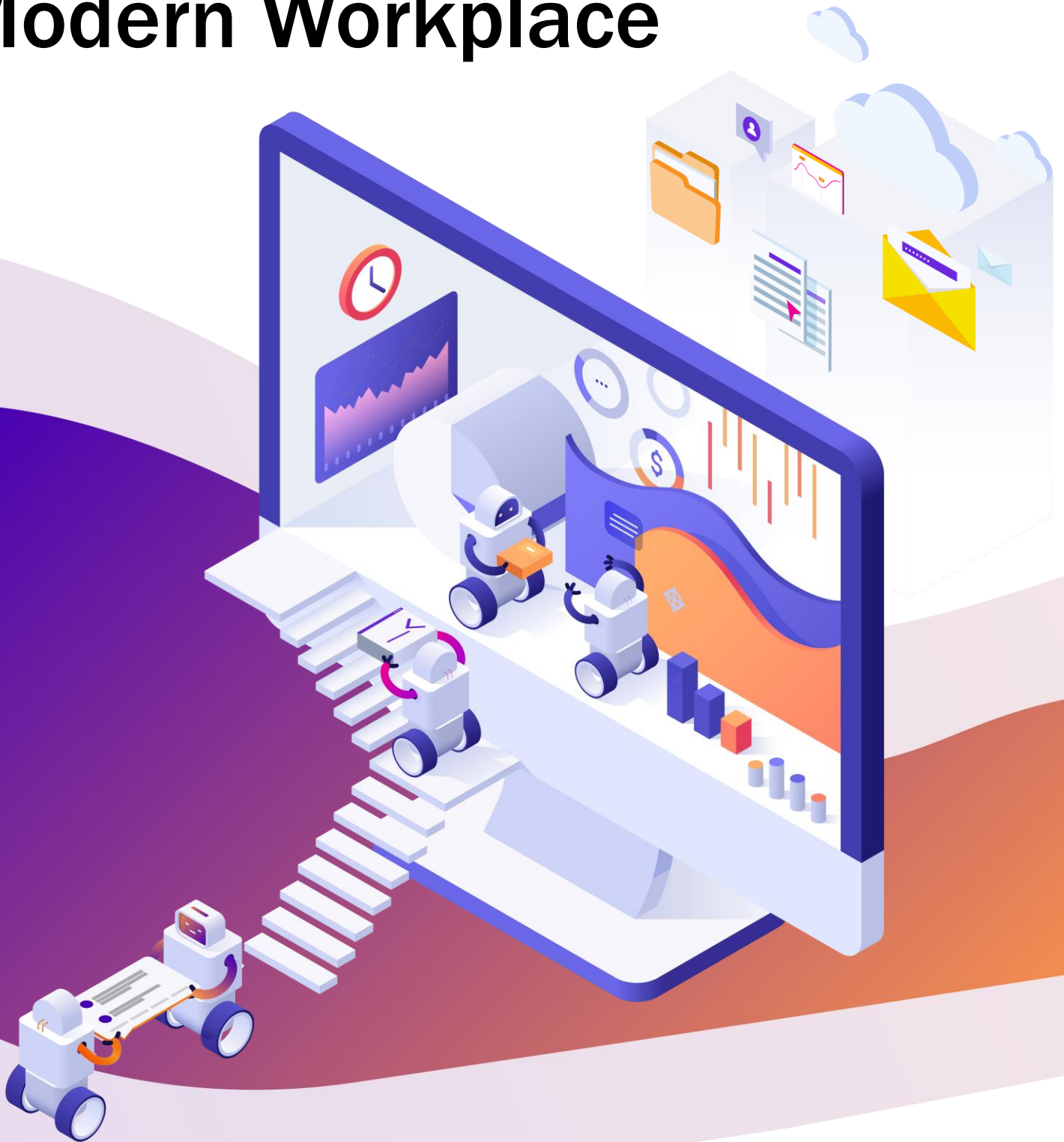


Migrating Toward The Modern Workplace



When BitTitan saw how MigrationWiz helps clients of the auditing and consulting company, PwC Germany (PwC) implement modern workforce transformations, we were curious to know more. PwC Germany modern workplace experts Alex Herrera Trujillo, Aljoscha Metzenthin, and Helmut Lehr shared the big picture and a glimpse into the future of the modern workplace. In this white paper we're excited to share their vision with you.

Migrating Toward the Modern Workplace

The way people work has evolved over time – from fields to factories to offices. Office work itself has undergone its own evolution, always in search of gains in productivity, innovation, and even happiness. The workplace has trended from steno pools, private offices, and cubicle mazes to agile working, digital collaboration, and global teams. And like any evolution, there are times when great leaps change things completely.

That time is now. Prior to the pandemic, the workplace was already in a state of rapid change due to a confluence of social, economic, and technological factors. Covid lockdowns accelerated ways of working that were already transforming how companies equip and manage their people. In many ways, urgent fixes necessitated by the pandemic showed companies a path forward to a modern workplace that was always just over the horizon.

We call it the modern workplace with understood irony, because this workplace is hardly reliant on a physical place anymore. As companies look for new ways to promote innovation, productivity, and competitiveness, they're adopting tools for flexible work and global collaboration. The workplace no longer requires a fixed desk and a commute.

Employees and their managers are changing what it means to be at work. As this frees up work to happen anywhere, companies are beginning to see limitless opportunities for hiring and business expansion. But modern work isn't just about seamless data access, remote offices, and video conferencing – the nature of work itself is changing as organizations automate routine tasks, implement agile methodology, and gain tools for collaborating more effectively. Work becomes more meaningful for employees because their time is devoted to activities that make a real difference – and less time is spent on the mundane.

Covid became a catalyst for the modern workplace. Many employees are extremely satisfied with more flexible working arrangements,” said Alex Herrera Trujillo, Manager at PwC Germany. “Now companies need to catch up with technology adoption, management expectations, and cultural changes.”

Workplace transformation – from visionary to necessity

For the past decade, leading tech companies have been developing components of the modern workplace, with only a few pioneer companies truly leveraging the concept organisation-wide. What originated as a visionary concept has become a necessity for competitiveness and continuity. But it’s not something that happens on a wish.

Workplace transformation needs to be a concerted technology initiative centered on the human component. Companies are changing their beliefs about work being something that happens in a specific place or time zone, but that’s just the start. As technology is evolving to support collaboration across time and space, employees and managers need to be brought along on the journey. Not every company starts in the same spot.

“The first step of an effective workplace transformation is assessing the current state. We build our initiatives around people, and most people are eager to contribute to company success,” said Alex Herrera Trujillo, Manager at PwC Germany. “Technology is the means to make that happen.”

A people-first strategy for workplace modernization

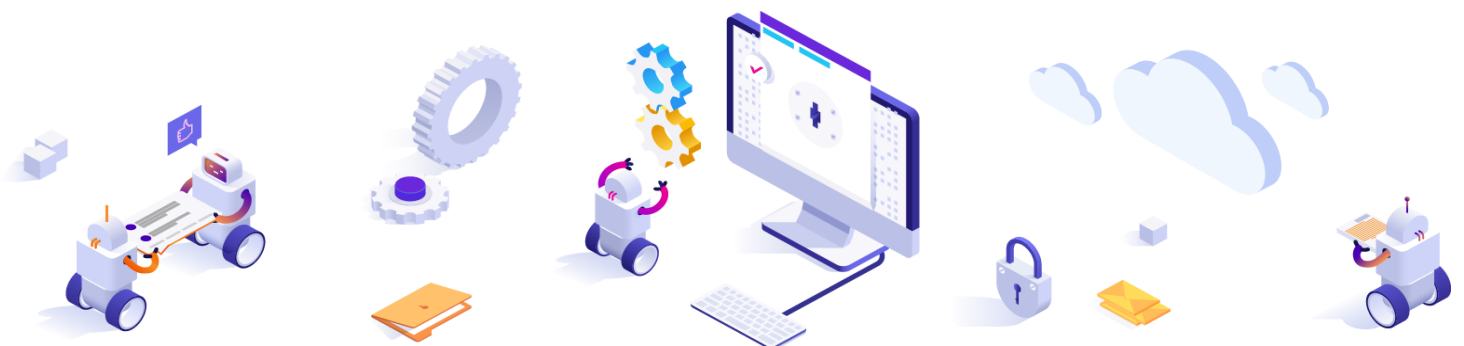
Competition for skilled workers, increased career mobility, and now the removal of geographic barriers to hiring, give an urgency to designing work around the employee experience. This is a new concept for some companies, but as they examine KPIs like employee retention and cost per hire, it begins to come into clear focus.

“Workplace modernisation begins with understanding the many different personas within the client company,” said Aljoscha Metzenthin, Senior Manager at PwC Germany. “The technology has to be built around the people. Gone are the days of people being wedged into a pre-set structure.”

The experts from PwC Germany place the employee at the center, studying the needs, expectations, and behaviors of representative groups in order to define personas. Once personas are in-hand, they can be used to scope modernisation strategies:

- ❑ Defining use cases according to the needs of personas, to address overall Business and IT goals
- ❑ Predicting employee needs two to five years out, so today’s changes accommodate future scenarios
- ❑ Identifying tools, technology, and processes that enable employees – and therefore the company – perform at their best
- ❑ Ensuring high adoption and employee satisfaction through a holistic change management and communications approach
- ❑ Involving every department in the transformation, from blue collar and customer-facing workers to product development and support teams

The driving concept is technology and tools emanating from employee workflow, not the other way around. This helps determine how implementation will unfold.



Transformation is more than a tool

The modern workplace is not simply a means of facilitating flexible work by deploying a collaboration platform like Microsoft Teams. Remote work is certainly one component – one that’s been stress-tested in the past year – but the transformations now taking place are so much more.

Tools and platforms are defined based on employee need, and their implementation goes hand-in-hand with a mindset shift and processes re-design. Managers also need guidance on the best ways to manage people in the modern workplace – with emphasis on employee-centricity, productivity, retention, and satisfaction.

“The modern workplace isn’t something you set in motion and then move on to the next important task. It has to be continuously evolving, with employees centered at every juncture so they can do their best work” said Aljoscha Metzenthin, Senior Manager at PwC Germany.

Integration makes it all happen

From a technology standpoint, the experts from PwC Germany recommend choosing a robust platform that integrates a wide range of flexible collaboration tools. Knowing how tools are going to be used in context helps organisations match solutions with the users’ work mode. This helps define the training and communications required to bring employees up to speed quickly.

To facilitate collaboration, workplace modernisation projects usually include a platform consolidation component. Operating in the cloud also offers significant advantages, including accessible remote work and higher levels of scalability. More companies are seeing the benefits of centralised functionality for enhanced productivity and efficiency.

The well-designed modern workplace should be built on a platform that's easy to leverage, access, use, and adapt.

Migration gets you there

In order to make the best use of an integrated platform – especially across time and space as it's been redefined by remote, global work – a company's data environment needs to undergo transformation as well.

“As part of migrating to the cloud, or consolidating tenants, companies undertaking workplace modernisation will take the opportunity to remodel the way their data is used and stored,” said Helmut Lehr, Senior Associate at PwC Germany. “This requires a tool that allows clients to optimise their data configuration.”

As an independent consultancy, PwC Germany starts by evaluating client requirement before recommending a specific migration tool. MigrationWiz is considered in their recommendation set when a client is looking for:

- A tool that's intuitive and easy to use
- Smooth and easy migrations
- A track record of user satisfaction
- High quality and fidelity of data transfers
- Support for high velocity migrations that minimise disruption

BitTitan provides consultancies like PwC Germany and their clients personalised support as well as a full library of documentation, training, and best practices in order to assure successful outcomes.



The journey toward the modern workplace

As companies embark on their modernisation journey, it's important to measure and track results. The experts from PwC Germany encourage clients to view it as process rather than a project, so every new transformation phase helps guide priorities for the next phases.

PwC Germany supports clients by guiding them through the entire workplace transformation journey, helping them obtain tangible value in form of:

- Productivity
- Innovation
- User experience and happiness
- Employee attraction and retention
- Real estate and technology cost savings
- Security and compliance
- Better use of IT resources
- Contingency planning

“The implementation of the modern workplace is unlocking new opportunities and possibilities for our client companies,” said Alex Herrera Trujillo, Manager at PwC Germany. “We feel that the journey has just begun. There’s so much more to explore.”

Find out more at [PwC Germany: Modern Work Services](#)



About us

BitTitan® MigrationWiz® is an automated, industry-leading SaaS solution, for mailbox, documents, and public folder migrations between a wide range of Sources and Destinations. Empowering IT service professionals to deploy and manage cloud technologies since 2009, BitTitan has moved over 25 million users to the cloud across 188 countries.

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